

PRESS RELEASE

*Turin, February 25<sup>th</sup>, 2025*

## **FABRIZIO GIUGIARO RECEIVES ASI DESIGNER AWARD, AND THE GIORGETTO AND FABRIZIO GIUGIARO COLLECTION JOINS THE ASI MUSEUMS NETWORK**

On the occasion of the “Torino Design Tribute,” an event dedicated to the city's long tradition in the field of automotive styling that took place on Thursday, February 20, at Villa Rey, Fabrizio Giugiaro was presented with the ASI Designer Award by Alberto Scuro (president of ASI - Automotoclub Storico Italiano), an important recognition given to him for his ability to constantly reinvent the automobile as an expression of aesthetics and functionality and to anticipate the times, to understand the technological and social change that will shape the future of the automobile. Special emphasis was placed on his work on showcars, those prototypes that not only anticipate trends but also represent true stylistic and technological experiments.

During the evening at Villa Rey, which is home to the ASI - Automotoclub Storico Italiano and the FIVA - Fédération Internationale des Véhicules Ancien, a plaque was also presented to the Giorgetto and Fabrizio Giugiaro collection, which becomes site number 300 among those adhering to the ASI Musei network, which aims to enhance the commitment of so many enthusiasts who have dedicated years of their lives to the protection, restoration and preservation of pieces of automotive history.



The cars in the collection are not just objects, but pieces of history that tell the story of the evolution of automotive design decade after decade, from the economic boom of the 1960s to the present. The Giorgetto and Fabrizio Giugiaro collection boasts some 40 cars and has developed “spontaneously” over the years. It consists not only of production cars but also and especially of rare

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when not unique models that are rarely seen by the public, such as prototypes, one-offs and style models, up to and including the latest creations made under the GFG Style brand since 2015: high-tech traveling prototypes that cast a glimpse into the future of automotive design.



## **THE MOTIVATION FOR THE AWARD GIVEN TO FABRIZIO GIUGIARO BY ASI**

*Fabrizio Giugiaro is not only the artistic son of one of the most prestigious families in the design scene, but has become a pioneer capable of constantly reinventing the automobile as an expression of aesthetics, functionality and the future. His education and experience accumulated since his early days have led him to approach design as a challenge, an opportunity to combine innovation and cutting-edge technology in each of his creations. Born in Turin on March 7, 1965, Fabrizio continued his family's artistic path by attending the Liceo Artistico and later the Faculty of Architecture at the University of Turin.*

*As a teenager he followed his father Giorgetto, immersing himself enthusiastically in the magical atmosphere of Italdesign: the style center, the model shop, the prototype construction workshop. The complementarity of this world transmits to him that all-encompassing culture of design, which involves experimenting with new structural composite materials for chassis and subassemblies, engines applied to new sources of propulsion, techniques for allocating mechanical apparatus in the chassis layout, the most innovative safety devices, driver assistance systems, on-board comfort and infotainment.*

*What distinguishes his work, however, is not just impeccable aesthetics, but the ability to anticipate the times, to understand the technological and social change that would shape the future of the automobile. Fabrizio is able to think beyond the object, imagining a car not only as a means of transportation, but as an extension of our personality and dreams.*

*In 1991 Fabrizio assumed responsibility for managing research cars. His creativity is expressed in autonomous designs of experimental vehicles and in the constructive and performance conception of vehicles to be developed at the company's engineering centers.*

*In July 1995 he is appointed "style and prototype manager" at Italdesign, supervising a hundred employees and developing 30 to 150 projects a year. Since 2004 he has also been responsible for*



*managing Giugiaro Design, which, alongside the head company, has been developing exclusively non-automotive design projects since 1981.*

*In 2010 Italdesign became part of the Volkswagen Group. Fabrizio will continue in the same role for 3 years, before taking on the position of style consultant for the Group, reporting directly to the head of style for the Volkswagen Group. On March 15, 2012, Fabrizio Giugiaro was awarded an honorary degree in Architecture by the Georgian Technical University in Tbilisi, Georgia. He has contributed to the growth of Giugiaro Architettura in the world of design and architectural development with constant innovation in the services and activities offered.*

*In 2015, together with his father Giorgetto, he created GFG Style, a new company totally dedicated to design services for the automotive sector, of which he is still managing director. Following the line of work developed over more than 50 years in the industry, GFG Style continues the path of method, functional and stylistic, that characterizes the Giugiaro family. His approach has never been static, but constantly evolving. Each of his cars has been a statement of intent, a unique vision that has been able to transform and adapt to the challenges of the present and the future, always with an insatiable curiosity for progress. Innovation, for Fabrizio has never been an end in itself, but always an intelligent response to the practical and functional needs of daily life. His passion extends to all means of transportation, but one aspect of his career that deserves special attention concerns his work on showcars, those prototypes that not only anticipate trends but represent true stylistic and technological experiments.*

*Among the most emblematic examples of this vision, the Nazca stands out for its innovation and ability to impress the automotive world. Introduced in the 1990s, it is a car that embodies extreme futuristic aesthetics and technical innovation. Its line, low and sharp, suggests a speed almost suspended in time, while its aerodynamic design reflects an idea of uncompromising performance. With the Nazca, Fabrizio anticipated the adoption of solutions such as the aviation-inspired cockpit, creating a car that already seems to belong to an advanced future.*

*But it was not only its form that marked the difference: the Nazca was also a manifestation of his thinking that the car was not just a means of transportation, but a sensory experience and an interaction between man and technology. The list of concept cars and production cars designed and built is long; we mention only a few out of affection and not importance:*

- 1992 - Italdesign Lucciola*
- 1995 - Lamborghini Calà*
- 1996 - Alfa Romeo Schighera*
- 1997 - Volkswagen W12*
- 1998 - Italdesign Structura*
- 1998 - Daewoo Matiz*
- 1999 - Bugatti EB18/3 Chiron*
- 2000 - Italdesign Tuareg*
- 2003 - Lamborghini Gallardo*
- 2006 - Ford Mustang by Giugiaro*
- 2013 - Giugiaro Parcour*
- 2023 - Bizzarrini Giotto*

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*We would like to conclude with the Kangaroo, another showcar that revealed Giugiaro's intuition in foreseeing the growing demand for versatile and environmentally friendly cars. This car, with its strong and aggressive lines but also its great functionality, seems to want to break down conventions. The Kangaroo is not just a dream car, but a symbol of how design can respond to the need for space, comfort and freedom of movement in a more dynamic and modern context.*

*These showcars are not mere experiments, but concrete visions of a future in which aesthetics, technology and functionality are seamlessly intertwined. From the Nazca and the Kangaroo, Giugiaro created models that not only seemed to anticipate the evolution of vehicles, but also to define new aesthetic and functional paradigms for the automobile.*

*In a rapidly changing world, his commitment to finding aesthetic and functional solutions has always struck the right balance between artistic vision and industrial pragmatism. And for that, today, we honor him.*

*His career is an example of how design can shape our future, making it not only more beautiful, but also more functional and human. Fabrizio Giugiaro thinks about cars, designs them, builds them, but most of all he enjoys driving them.*

## **GFG STYLE**

GFG Style is a styling consultancy established in 2015 from the extraordinary creative experience in car design of Giorgetto and Fabrizio Giugiaro. Giorgetto is known worldwide as one of the most successful designers in the history of the automobile. Fabrizio has been active in the field of automotive design and architecture for more than 30 years. Together they have designed and developed more than 200 prototypes and more than 300 models that have gone into production for numerous manufacturers.

<https://www.gfgstyle.it/media.html>

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